PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Sheila Spicehandler DATE: April 9, 1991

FROM: Frances Ajamian Frances

SUBJECT: Hamptons Point of View for Parliament

At our request, BSB provided the attached POV on the Hamptons.

While Hamptons is a visually appealing publication, that would be well-suited to Parliament's creative, given the brand's current budget situation we cannot recommend adding Hamptons to the plan. As Doug Walker notes in his review, the page four color bleed rate is $5,250 which translates to a CPM of $161.54. The publisher would have to reduce his rates by $2,000 in order to achieve Parliament's cut-off CPM of $100.00. While he is not willing to reduce his rates he has offered extensive merchandising with the restaurants and clubs in Eastern Long Island.

Please let me know if you agree with our recommendation.

FA:tr

cc: R. Schneider

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Source: https://www.industrydocuments.ucsf.edu/docs/rqxn0004